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Digital Track: DM105

Hybrid Digital Marketer – Transformation & Talent Management

Michelle Rife, Sr. Director Global Talent Acquisition, BrightEdge

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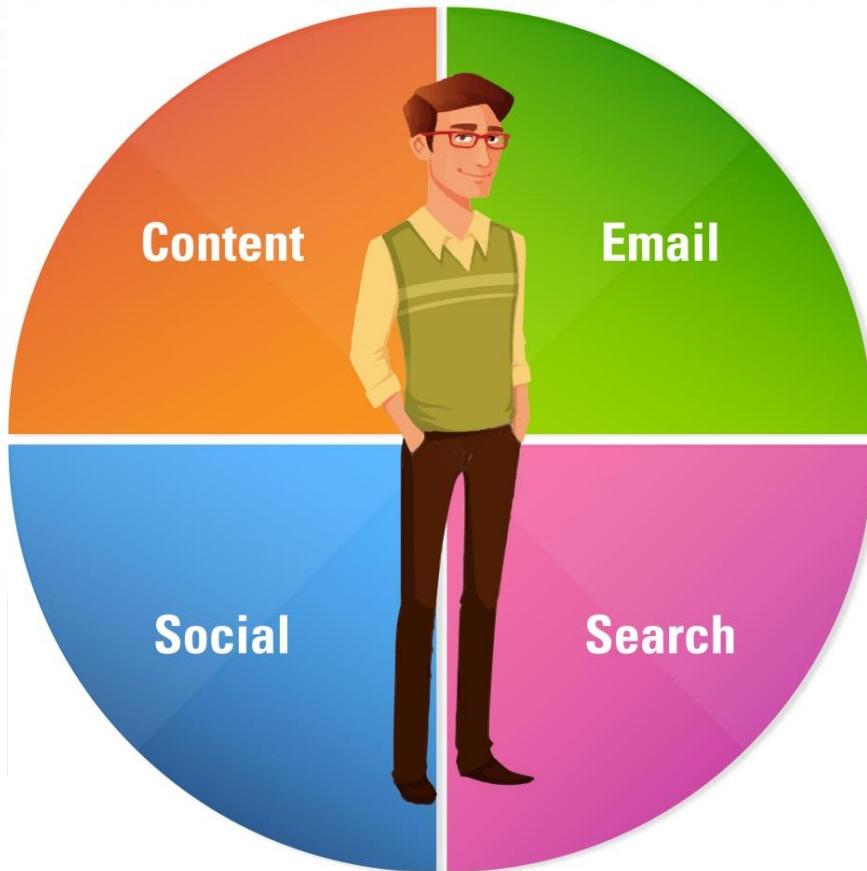


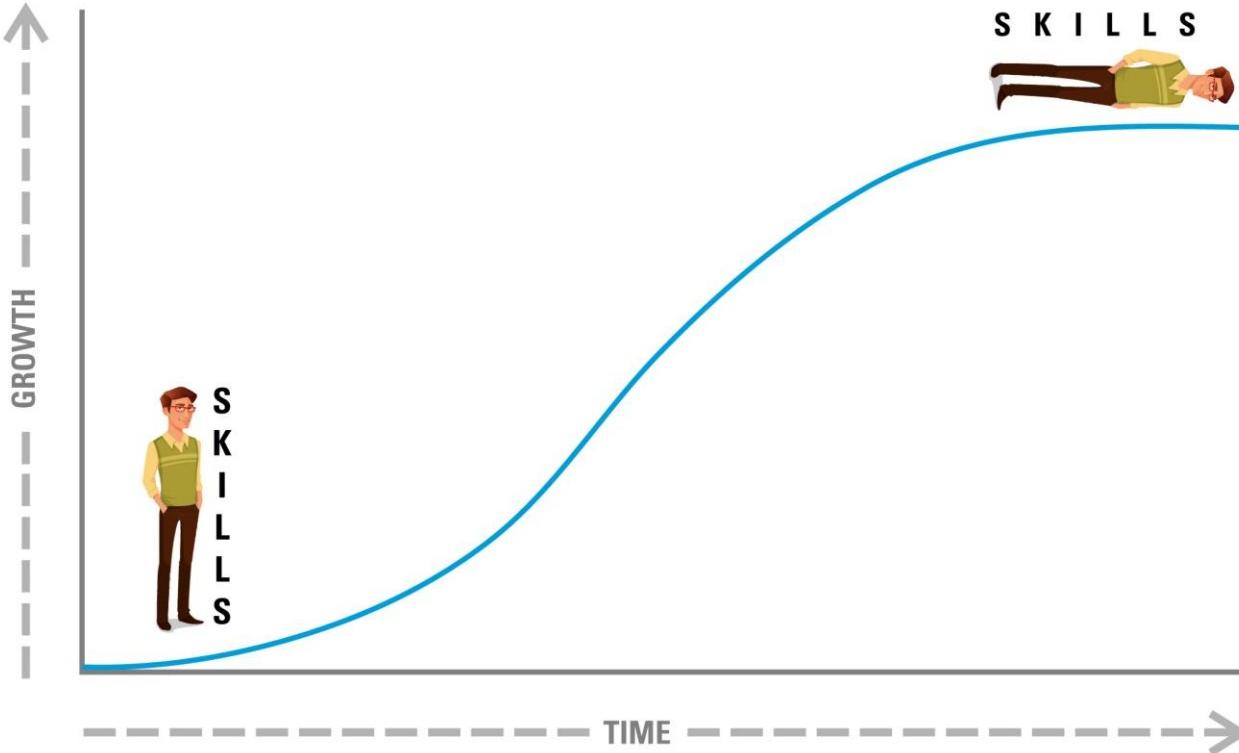
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Hybrid Digital Marketer





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Machines, Humans & Marketers in a Flat World: Understand the Hybrid Digital Marketer

Being and Finding The Right Talent

BrightEdge



The leading industry event by digital marketers for digital marketers

About the Speaker

- Senior Director of Global Talent Acquisition
- 1 year at BrightEdge
- Prior at Google, Gartner, Quixey
- Has recruited 2000+ people in last 20 years
- Core recruiting domain expertise in Marketing



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Machines & Humans Working Together

- Marketing teams getting smaller
- Marketing tech budgets will exceed IT budgets in 2017
- Technology both complements and replaces some positions



- What marketing skills do you need to stay ahead of offshoring, technology, and automation?

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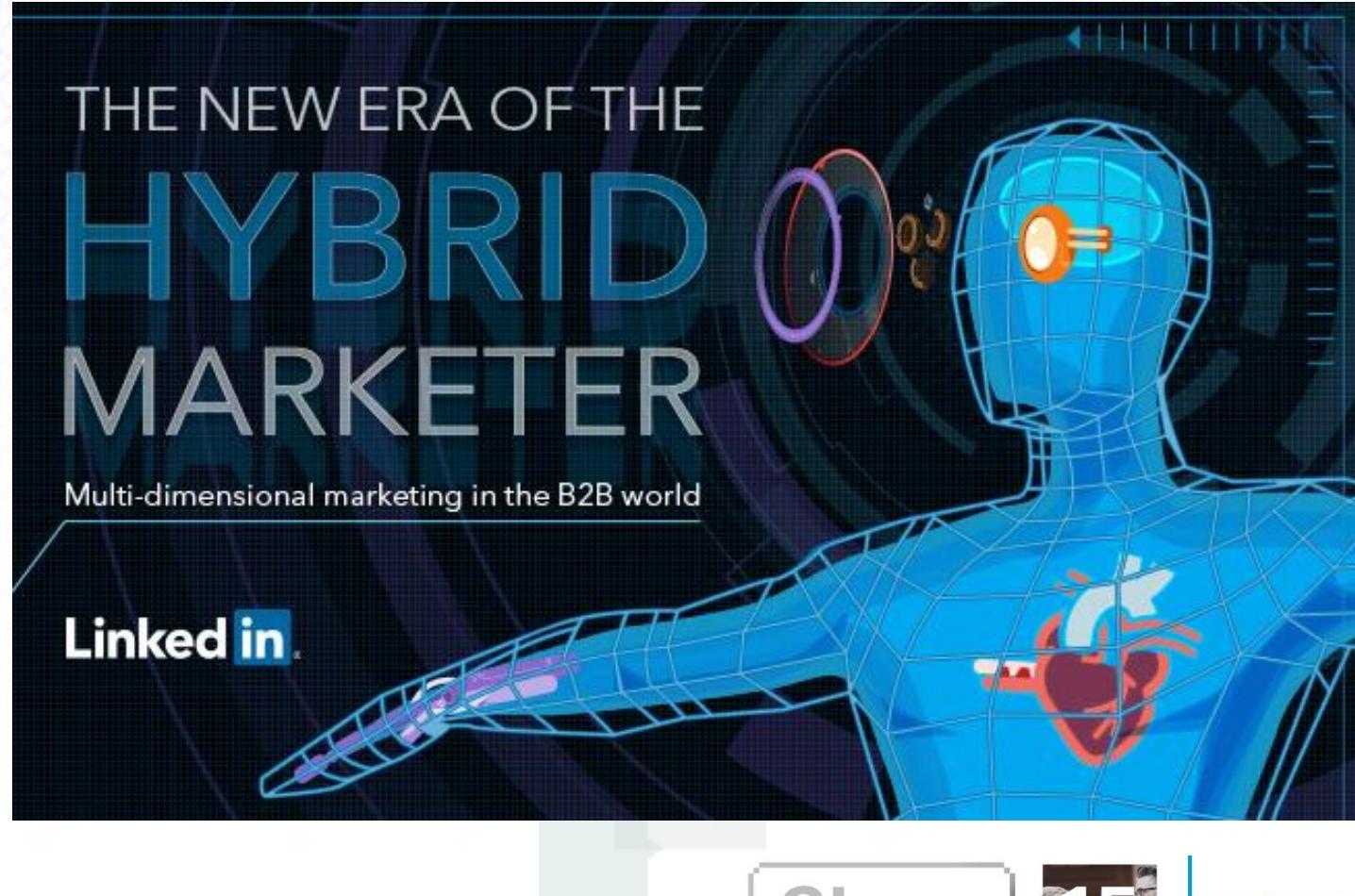
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Hybrid Marketing Skills Covered

- Content Marketing
- Social
- Email
- SEO
- Full Funnel Marketing
- Conversion



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The Digital Marketing

THE MISSING SKILLS <



Large enterprises/brand companies are not achieving the desired output from their digital marketing teams and potentially missing out on market share.

BIGGEST TALENT GAPS

- Analytics
- Mobile
- Content Marketing
- Social Media
- Email
- Marketing Automation
- SEO

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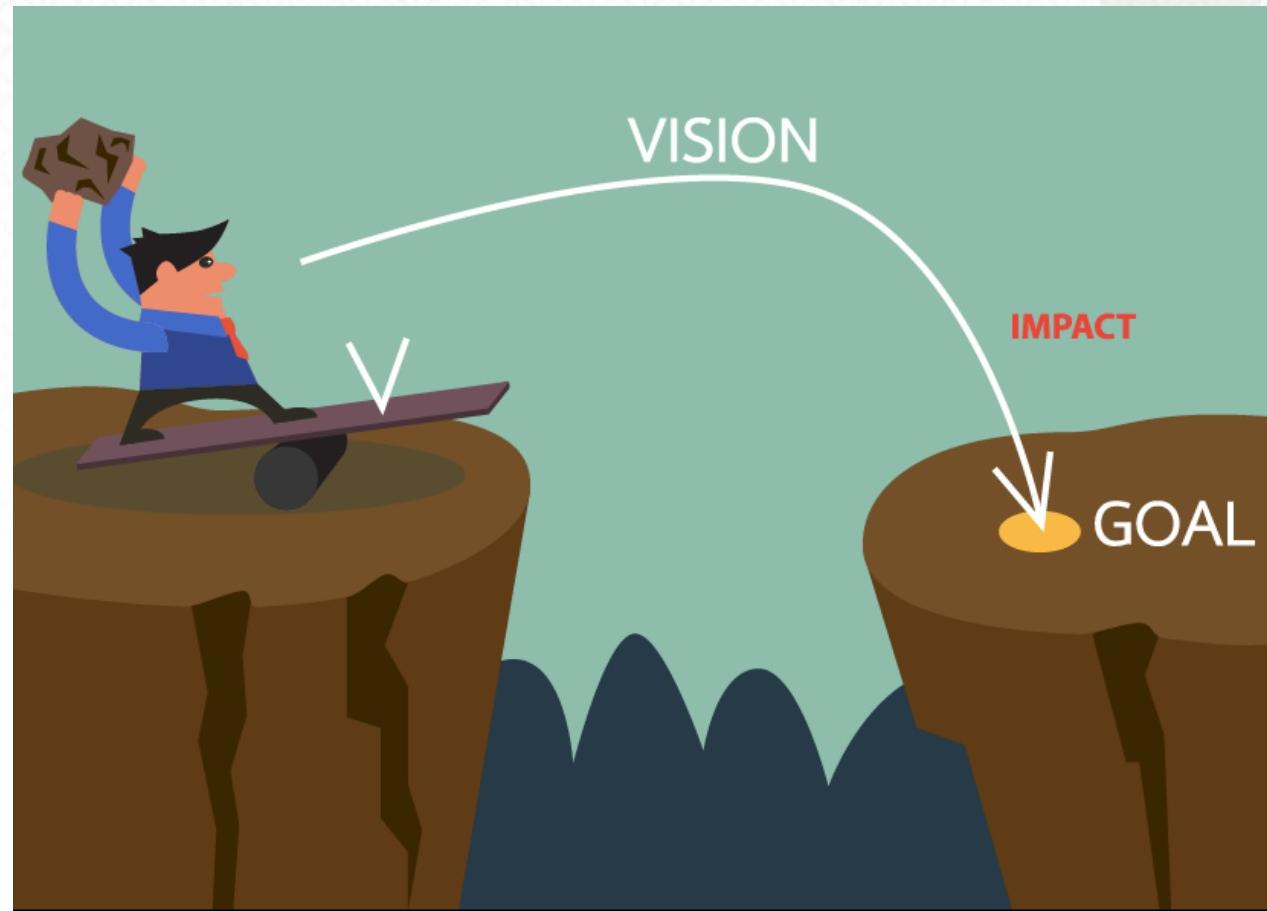
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The Opportunity – The digital talent gap

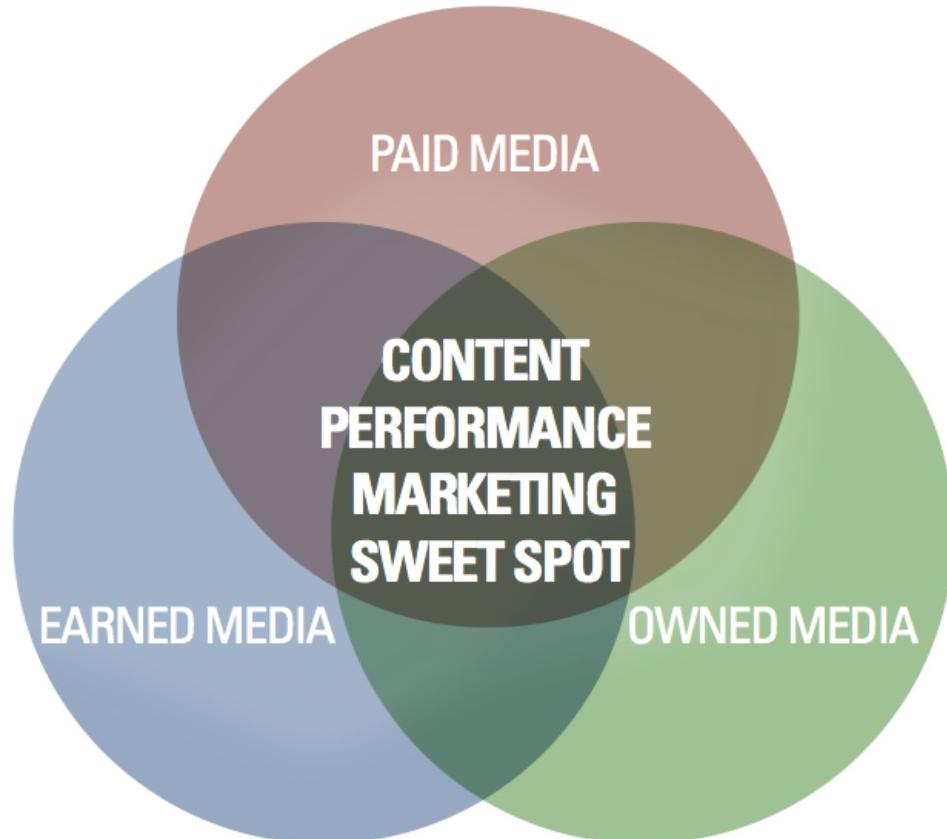
People who master hybrid marketing can:

1. Work different channels
2. Identify the points of overlap/convergence
3. Collaborate & manage and matrix manage people and departments



Succeeding in Marketing in a Converged World

- Convergence of media
Paid, Owned, Earned
- Importance of cross-functional collaboration
- Fusion of skill sets:
search, PR, content,
technical, analytical,
storytelling



Sample Director of Marketing Job Description

- High-precision marketing automation execution
- Manage a distributed team in such matters (**SEO, SEM, Remarketing, SMO, PR, Product launches, website maintenance, trade show visits, customer success story interviews etc**)
 - Develop and execute upon comprehensive strategy for the department, to include: **Outbound and inbound marketing, including email campaigns, website improvements with a focus on Search Engine Optimization and website traffic increase**
 - **Content development, customer stories, blog posts, press releases, social media**
 - New and improved content for current customers, including completion of the Support Portal, online user manuals (text and video), online store, and community
- You will have a background in B2B SaaS with the passion for building a strategy and overseeing highly effective campaigns across all marketing channels, including **online advertising, e-mail marketing, event marketing, SEO, SEM, social media and other programs**

BrightEdge Case Study: Mobile Algo Change



- Research
- SEO
- Blog
- Site
- Webinar
- Email
- Syndication
- Social
- Mobile
- PR

Cross-Functional Teams Involved

- Marketing
- Engineering
- Sales
- Customer Success

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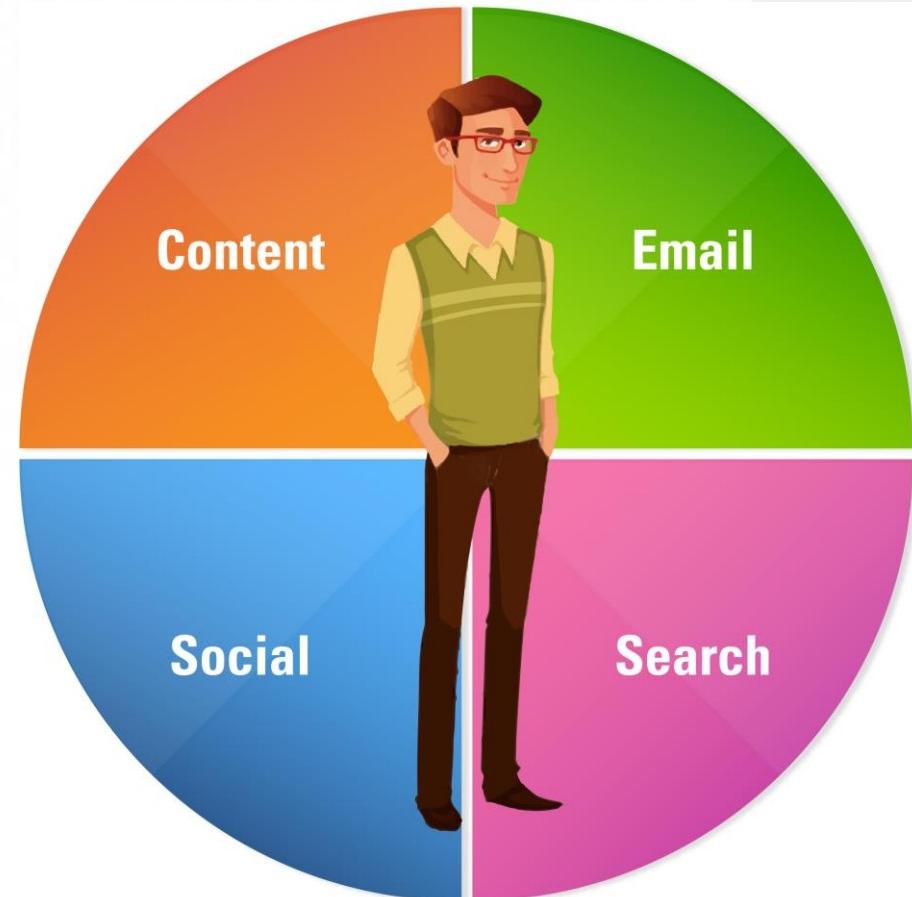
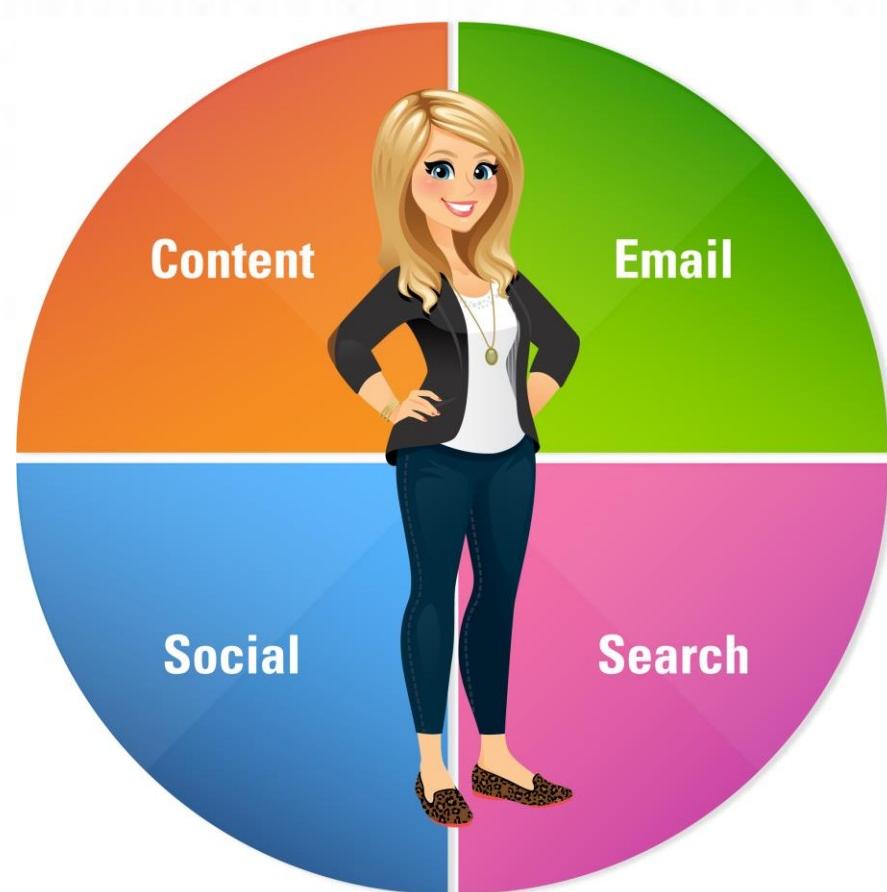
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Hybrid Digital Recruiter & Marketer



Essential Hybrid Digital Marketing Takeaways

1. Evolve, never stop learning
2. Develop vertically and horizontally
3. Develop awesome interpersonal and communication skills
4. Lateral management, project management

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